



Educating for Sustainable Communities

Are we doing it right?

Africa Regional Higher Education Summit
October 22 2008





WCF Mission

“To promote a sustainable cocoa economy through economic and social development and environmental conservation in cocoa growing communities”



WCF Commitment

- ➔ Ensure a sustainable supply of quality cocoa that benefits both growers and users of this unique tropical crop.
- ➔ Empower farmers to make choices that help develop strong, prosperous communities in all of the world's cocoa-growing regions.
- ➔ Promote production practices that maintain and increase biodiversity and crop diversification in cocoa communities.

MARS
incorporated

HERSHEY'S
The Hershey Company

Nestlé

KRAFT

GODIVA

FERRERO



LINDT & SPRÜNGLI

World's Finest
CHOCOLATE

Cargill

CALIFORNIA'S FAMOUS
See's
OLD TIME CANDIES



Blommer
CHOCOLATE

GUITTARD



BARRY CALLEBAUT

National Confectioners Association
NCA
Representing the Candy, Chocolate & Gum Industries since 1894

Droste
HOLLAND

ECUADOR
Anecacao
Asociación Nacional de Exportadores de cacao

MORINAGA



CocoaPhil

Lake Champlain
CHOCOLATES

LOTTE



CMA
Chocolate MANUFACTURERS ASSOCIATION



Chocolove
X O X O X
PREMIUM CHOCOLATE BARS

FREY
Chocolate Bars, Dips, etc.

frieslandfoods



CLOETTA FAZER



Nacional de Chocolates

CMA Confectionery Manufacturers
of Australasia Limited

MC
Manufacturing
Confectioner



romerotrading

TRAN/MAR COMMODITY GROUP LTD.

Cacao
Real

Meiji

OLAM

Toms

DAGOBA
ORGANIC CHOCOLATE



Thorntons
the Art of the Chocolatier

ED&F
MAN

Purdy's



TOUTON

CasaLuker

GHIRARDELLI
CHOCOLATE

noble
cocoa
A member of the Noble Group

ECOM Cocoa

SCHARFFEN
BERGER
CHOCOLATE MAKER

Quality Candy
GROUP LTD.

PETRA FOODS
LIMITED

Ferrara
Dan



noble
cocoa

ECOM Cocoa

SCHARFFEN
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CHOCOLATE MAKER

Jelly
Belly
The original gourmet jelly beans

CONTINAF BV

inspired NATURAL
FOODS™

Nidar

Tradin

Palmer
America's Favorite Holiday Candy



New Initiative: (Pending) Bill & Melinda Gates Foundation

- ➔ West Africa – 5 countries
- ➔ \$40+ million over 5 years (\$22M Gates, \$20M from industry –cash/in-kind)
- ➔ 200,000 farmers to benefit/double income
- ➔ African governments endorsement
- ➔ Partners: WCF is lead - STCP (Africa), ACDI/VOCA (US), Technoserve (US), Socodevi (Canada), GTZ (German) 0



New Initiatives: Borlaug Fellowship Program

- ➔ United State Department of Agriculture (\$200,000 grant)
- ➔ World Cocoa Foundation travel costs
- ➔ Fellows 7 Africa, 6 Central America, 2 the Philippines and 2 Indonesia.
- ➔ Topic Areas
 - ➔ Fingerprinting of Clones
 - ➔ Bio-control for Pest/Diseases
 - ➔ Drought resistant clones



New Initiatives: Challenge Grants Program

- ➔ Funders: US Agency for International Development, GTZ, Mars, MC Publishing
- ➔ 74 Applications received from cocoa producing country organizations
- ➔ 7 awards (\$20,000 each)
- ➔ Areas of focus
 - ➔ Farm Level and Safety
 - ➔ Education and Community Development



Farm-level innovations Grants:

- ➔ **Cocoa Research Institute of Ghana**, to pheromone traps for mirid insect control
- ➔ **Cocoa Research Institute of Nigeria**, sensitizing farmers about the need to use organic fertilizers and composting



Farm-level innovations Grants:

- ➔ **Nong Lam University, Vietnam**, for research into simpler, more affordable drip irrigation
- ➔ **Duc Hiep Cocoa Club, Vietnam**, for the development of innovative, indirect heat cocoa bean drying



Education innovation Grants:

- ➔ **University of Cape Coast, Ghana, School of Agriculture**, encouraging farmer adoption of artificial cocoa pollination
- ➔ **Conservacion y Desarrollo (CyD)**, Ecuador, to implement an innovative “education tour” approach to promoting knowledge sharing among farmer associations



Education innovation Grants:

- ➔ **CATIE, Costa Rica**, development of a teaching module on the reproductive biology of cocoa
- ➔ **Cocoa Research Institute of Ghana**, to benefit women and women's groups economically by disseminating knowledge about quality potash and soap production from cocoa pod husks.

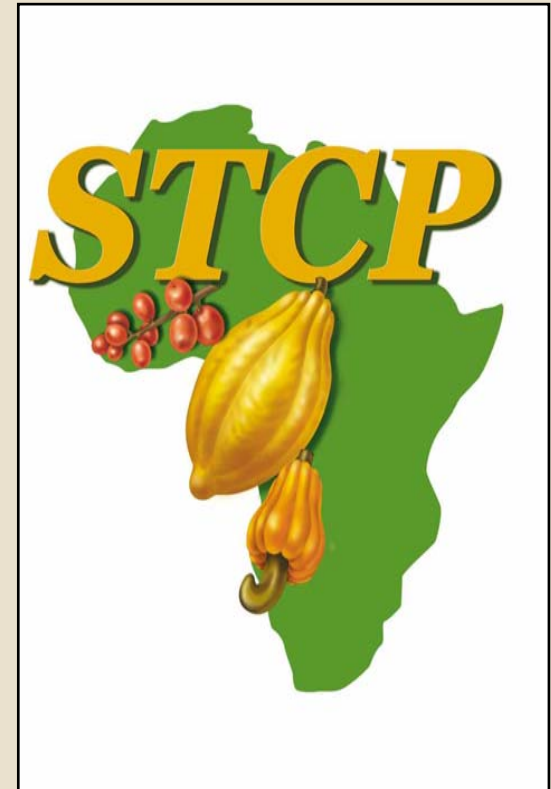


New Initiative: Sustainable Cocoa Practices

- ➔ Model to measure impact across programs on economic, social and environmental practices
- ➔ Retail interests and support
- ➔ University of Arkansas and German researcher assisting

On-going programs: West Africa

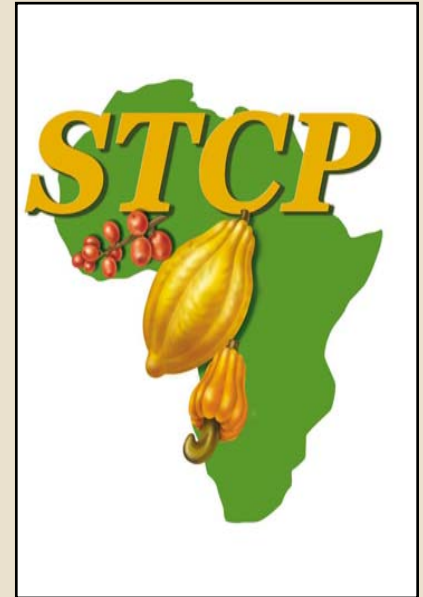
- Public-private partnership: WCF, company members, USAID, host governments
- National Networks
 - Cote d'Ivoire
 - Ghana
 - Nigeria
 - Cameroon
 - Liberia
- Program Components
 - Farmer Field Schools
 - Farmer Organizational Support
 - Marketing
 - Policy and Research

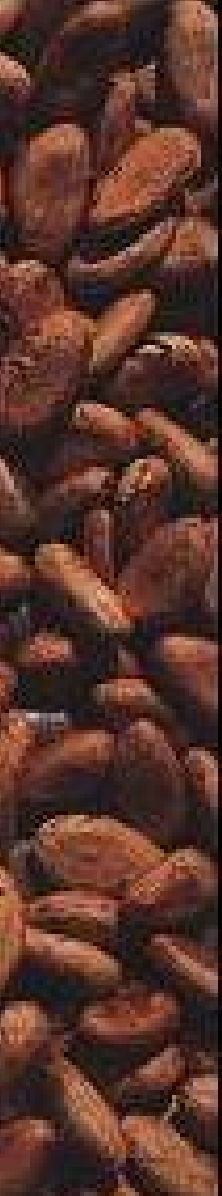


LINDT & SPRÜNGLI

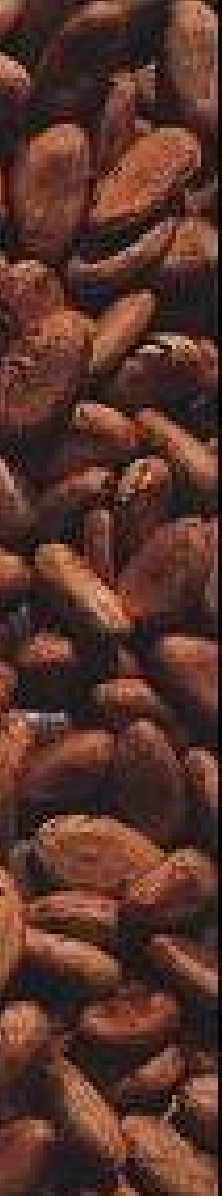
On-going Programs: West Africa Results/Targets

- Income improvements 22-55%
- Better labor practices
- Reduced pesticide use
- Scale up successful activities
- Test new interventions
- Farm diversification
- Reach over 150,000 farmers





What is the oldest university?

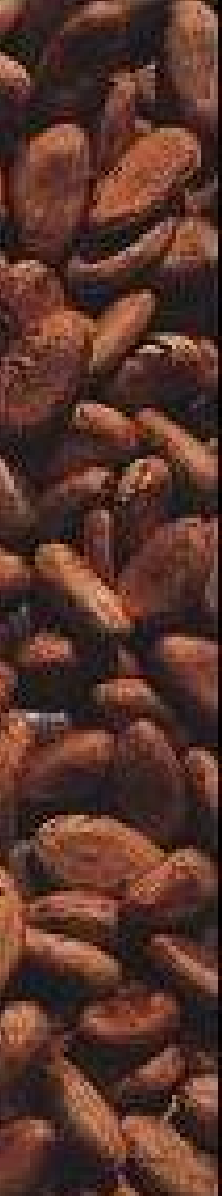


- ➔ More than 2700 years back TakshaShila university existed in India where over 10,500 students from all over the world came for higher studies.
- ➔ During its time this university was the IIT and MIT of the world, where students came to study over 64 areas.
- ➔ Students were admitted to this university at the age of 16 after they had completed their basic education in their local institutions.

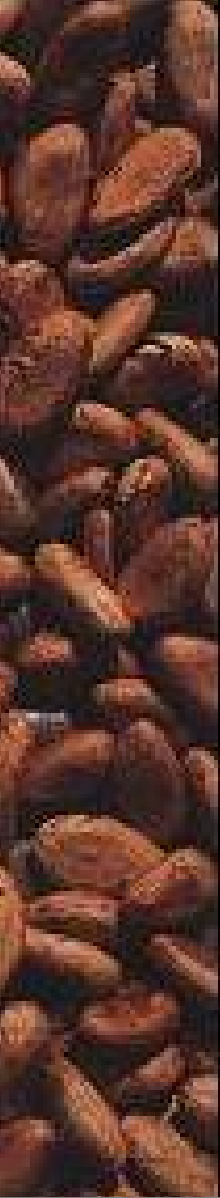
So how did we get this system?

- ➔ Frederick the Great was one of the first to support opening schools and creating teacher training.
- ➔ In 1635, the first Latin grammar school was opened in Boston.
- ➔ Shortly after, Massachusetts required children to learn how to read.
- ➔ Towns with more than fifty families had to have schools.
- ➔ *What about the industrial revolution and train schedules?*

How long before we change?



How many cells in the
adult human brain?



An adult human brain has more than 100 billion neurons.*

The Scientific American Book of the Brain. New York:
Scientific American, 1999

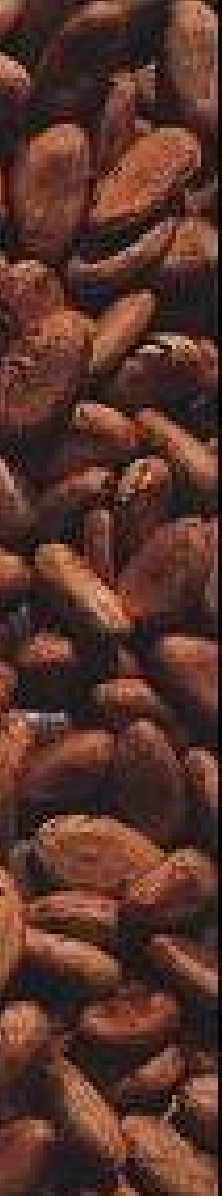
*Not counting Glial cells



What about babies' brains?

Double

What does that mean?



What did Jerome Kagan* say in *The Nature of the Child*?

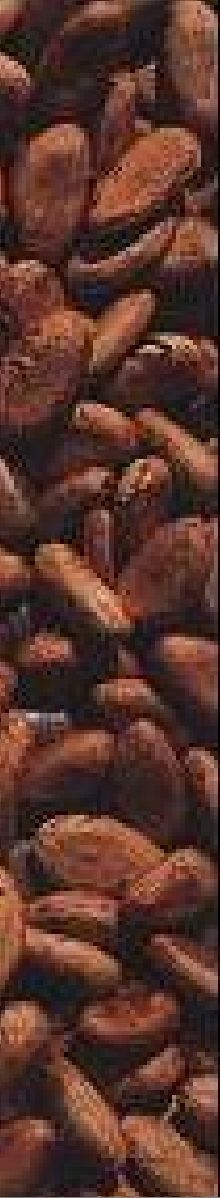
*Daniel and Amy Starch Professor of Psychology at Harvard University



Sapir–Whorf Hypothesis *

- ➔ Postulates that a particular language's nature influences the habitual thought of its speakers:
- ➔ that different language patterns yield different patterns of thought.
- ➔ Hopis don't use tenses
- ➔ Navahos don't use verbs

*an underlying axiom of linguist and anthropologist Edward Sapir and his colleague and student Benjamin Whorf.

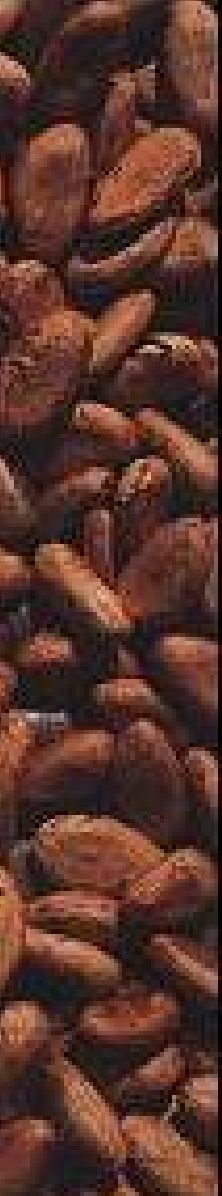


So what makes us so sure
our way is the right way?



WCF

WORLD COCOA FOUNDATION



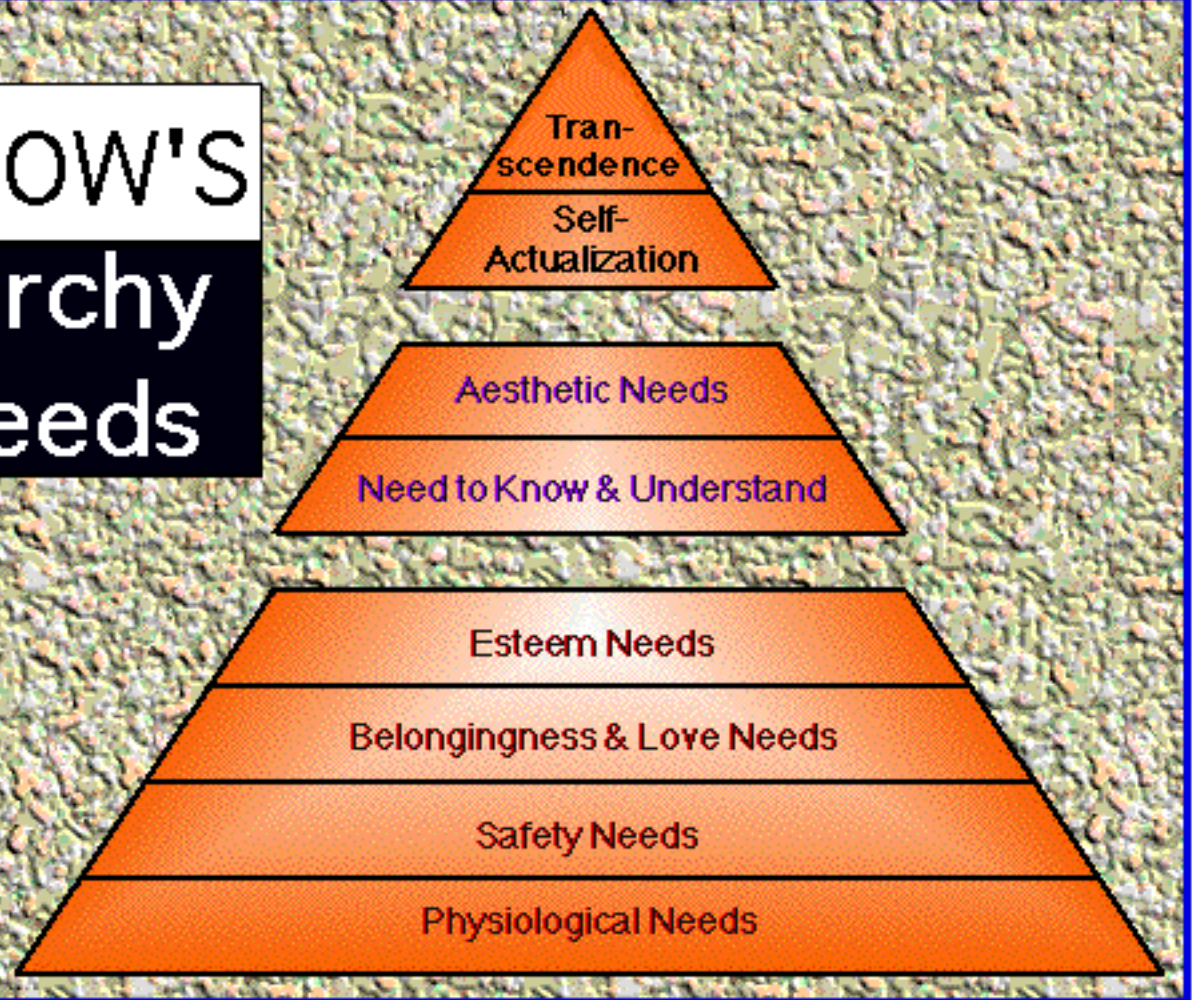
When your only tool is a hammer
what does every job look like?



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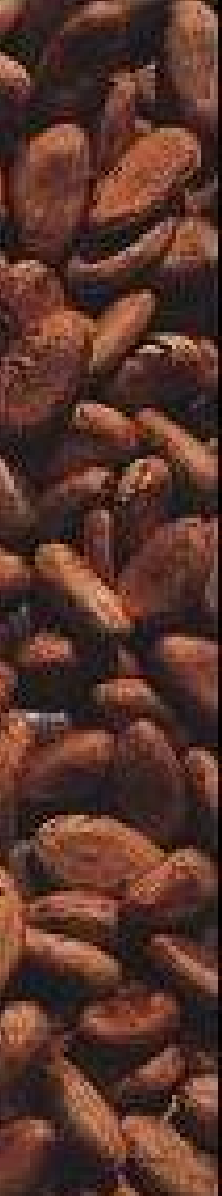
MASLOW'S Hierarchy of Needs



Bottom four are prerequisites for advancement.

How well is our current system addressing the lower four?

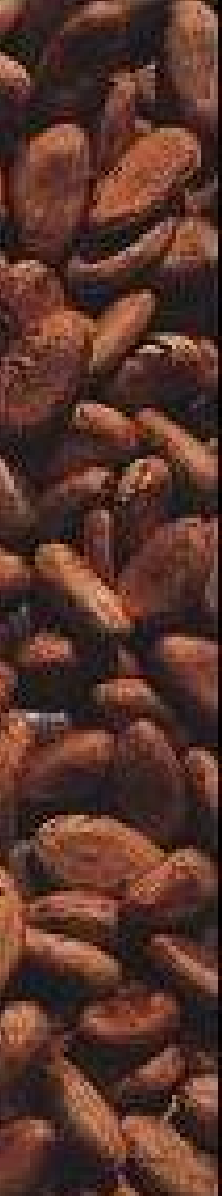
- The current system delivers enabling knowledge of primary education to some and not well.
- It tracks for secondary and tertiary education in a commercially active economy where jobs are available and diverse
- It misses the lower four levels of Maslow's hierarchy
- Our farmer communities need relevant livelihoods education immediately – not after school
- They need productivity skills, civic, health and social knowledge



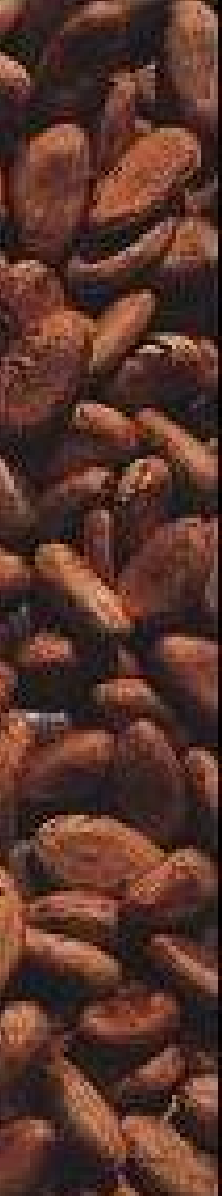
So are we really doing what will work best in cocoa growing communities?

How much does it cost to learn something?





- ➔ Isn't there a better way to deliver quality education to rural communities?
- ➔ Something that is
 - Relevant
 - Sustainable
 - Scaleable

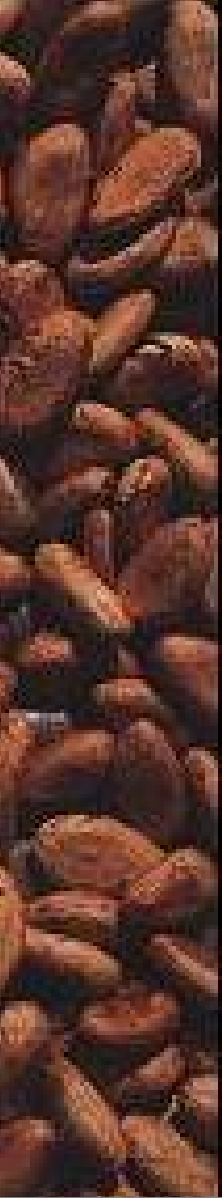


So what could we with a clean slate?



Opportunities?

- Strengthen Extension service capacity
- Adapt the U. S. Community College model to address local needs
- Strengthen Teacher Training to include productive knowledge development (entrepreneurship, agricultural, management, etc.)
- What could we do that would be dramatically better?



*Credit to franchised
private schools???*





Thank You!

www.worldcocoafoundation.org

Charlie.Feezel@worldcocoa.org

